

CREATING AN ENTERTAINMENT DISTRICT IN DOWNTOWN SANTA PAULA

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Vision:

The envisioned Entertainment District in Downtown Santa Paula is the continued development of a healthy vibrant city with a strong economic base, greater job opportunities, and improved shopping and dining areas. The location of the Entertainment District will include the buildings directly on Main Street starting with 12th Street, the existing border of Downtown, through 8th Street. The restoration of the Historic Movie Theater will become a beacon of light and life during the nightlife peak hours of Downtown. The restoration will include neon lights and a classic Art Deco Architecture style. This restoration will breath new life to the nightlife of Downtown Santa Paula, which will increase the peak hours and pedestrian foot traffic of Downtown. This influx of people will be consumed by the new options of dining and outdoor patio seating along with the Main Street retail stores, which offer a new variety of shopping.

In the small town of Santa Paula, a small amount of lighting can go a long way. A bright Movie Theater shining in the middle of Main Street and the Entertainment District will give the feeling of classic cinema and resonate the way an opened refrigerator door shines brightly in the middle of the night. An Entertainment District is needed for multiple reasons. First and foremost, the city is looking for something new to rejuvenate the Downtown and breath life into the small community. Secondly, the need to jumpstart the economic vitality is a main concern voiced by both the City Council and members of the community. Lastly, the community members have spoken for the need to diversify the Downtown area. An Entertainment District will accomplish all of these tasks while maintaining the classic small town feel of Downtown Santa Paula. A Movie Theater will immediately increase the need for later hours of operation Downtown. This will correlate directly with the increased need for restaurants, which will increase the retail shopping. The greater number of people Downtown at later hours in the day will ultimately increase the economic stability Downtown. The entire Entertainment District builds upon itself with the backbone and crown jewel being the restoration of the Historic Movie Theater.



A classic date in 1957.

A night out on the town has consistently involved dinner and a movie throughout the years. The classic 1950s feel of a historic movie theater integrates ideally with the existing architectural style and small town feel of the Downtown of Santa Paula. Outdoor dining followed by a feature film or evening shopping will give the community an immense allure to the Downtown. By restoring similar lifestyles and images of the past, the future can be successful. The implementation of this vision is long term and can become a reality with the continued support of the local community.

Background:

The need for entertainment in downtown Santa Paula was voiced directly by the community. Between September of 2011 and February of 2012, the community planning studio class CRP 410 and 411 listened to the community and worked with the members of City Council to develop ideas for improving the Downtown of Santa Paula. Two community outreach events were held in order to receive the input from both local residents and visitors to the City of Santa Paula. The events were held on October 9th and 29th at designated community areas including the local soccer field and outside of a supermarket. Both the viewpoints of people who have seen the city change overtime and people simply passing through the city were gathered in our collection of data. The future wants according to the answers of the surveys include ENTERTAINMENT HIGHEST RANKED, WHICH INCLUDES RESTAURANTS, THEATER, AND MORE VARIETY IN SHOPPING. The question, “what would you like to see Downtown,” allowed participants to explain their future wants and needs in the city. The answer was clear and an entertainment district was the resulting recommendation.

Our third community outreach event was Singular Santa Paula where we presented our findings to the public and discussed the issues that the citizens found important and relevant to their lives. We met in smaller groups and listened to each individual’s contribution and opinion to design ideas, programs, revitalization, and economic improvement. The individuals included police officers, principals, city officials, program directors and intrigued citizens. Some of their likes included: strong sense- of identity, boundaries, scale, walkability, family-oriented, and the landscaping flower pots. Some of the changes they wanted include: empty stores, alleys, availability of employment, a better integration of the neighborhoods downtown, lack of shopping, dirty sidewalks, public transportation, and the renovation of the historic theater. The challenges to the changes they mentioned include: generation divide, council resistance, large spaces downtown, poor economy, low income residents, cultural divide, and the lack of innovation. The opportunities for change that the individuals voiced to us included: already earthquake ready, parking structure, grant writers, return of farmer’s market, museums, safety, advertisement, cultural activities and working together.

The final community meeting offered the public to analyze and contribute to the ideas we had created to address their needs for Downtown Santa Paula. Concerned citizens offered their insight and helped condense and further clarify our ideas for improvement. A few citizens voiced the renovation of the movie theater as a quality idea to promote downtown while others were happy to see the promotion of restaurants and nightlife in the downtown area.



Movie Theater concession stand.

Purpose:

The purpose of this project is to address the entertainment needs of the community of Downtown Santa Paula through long-term goals and implementation strategies. This project will be create the framework for developing an Entertainment District in Downtown Santa Paula. An Entertainment Overlay District will allow the existing buildings and structures to remain as they currently exist while altering the zoning of the District area to establish future entertainment uses.

Diversity of Land Uses:

Downtowns are defined by their land use. The downtown specific land uses include the Central Business District, which encapsulates retail, commercial use, and office. Downtown Santa Paula should continue to support the Central Business District and existing land uses, but should also offer flexibility in terms of including an Entertainment District to the downtown area. The Entertainment District can complement rather than compete with the Central Business District. This would allow for a movie theater in the downtown area and the accommodations that follow: restaurants, additional peak hours, increased foot traffic and revenue. According to community input, diversity of shops and the development of an entertainment district are wanted by the community. Because the downtown area is pedestrian friendly, the needs of the community are vitally important for future development.

One of the most important aspects of a downtown is flexibility. The flexibility to have a mixture of land uses is crucial to a complex downtown. The downtown area of Santa Paula has the ability to maintain a mixture of land uses that can accommodate to the needs of the community.

Examples:

Loveland Colorado Rialto Theater

Construction on the Rialto Theater began in 1919. Built by local businessman and Bank of Loveland president William C. Vorreiter and designed by architect Robert K. Fuller. The grand opening of the theater was on May 26, 1920. At its opening, the theater contained 1,014 wooden seats compared to 446 seats today. In addition to showing movies, the Rialto gave Loveland a seating area and stage large enough to host traveling vaudeville shows and meeting space for recitals and graduations.

Gibraltar Enterprises, Inc. took over the theater in 1935 and provided the first renovation of the theater. The remodel changed the wooden benches to 700 upholstered chairs, added chandeliers and a cooling system. In 1977, the theater hosted its final night as a movie theater with a showing of Disney's *The Rescuers*. After the closure, the space was converted to a retail mall with a cafe on stage, shop areas on the main floor and offices in the balcony. Eventually, the mall failed and the building fell into disrepair.

Loveland's Downtown Development Authority under the direction of Felicia Harmon, purchased the building in February 1987 and the process of restoration began in 1989 with volunteers providing most of the labor for the demolition work. These volunteers continued their work for fourteen months until the theater was gutted.

In 1988, the Rialto Theater was placed on the National Register of Historic Places. The review committee described the theater as "...a little gem...a wonderful example of Main Street America's movie places." In January 1995, the Loveland City Council allocated \$500,000 to purchase the Rialto so the restoration could be completed in time for the Rialto's 75th Anniversary. The City leased the theater back to the Downtown Development Authority for \$1 per year and operated the theater until June 1998. At that time, the Downtown Development Authority turned the operation of the theater over to the City of Loveland. The Rialto Theater is a City of Loveland facility and part of the city's Cultural Services Department.

Santa Barbara Metropolitan Theatres Company

Los Angeles based Metropolitan Theatres Corporation has been a privately held company owned by the Corwin family since 1923. Metropolitan currently operates 19 theatres with 90 screens in California, Colorado, Idaho, Utah, and British Columbia. David Corwin, the son of the chairman and CEO, is Metropolitan's President and represents the fourth generation of the Corwin family to run the company. Joseph Corwin moved to California from Sioux City, Iowa and founded the Company in 1923 with one theatre, the Broadway, in downtown Los Angeles. His sons, Lawrence and Sherrill, grew with the business, and Metropolitan was the dominant motion picture exhibitor in downtown Los Angeles by the late 1940s. Bruce's father, Sherrill, ultimately became the chief executive of the growing circuit and fostered expansion into Palm Springs and Santa Barbara, California. Metropolitan's largest area of concentration is in Santa Barbara County, where it has operated since 1950. The Company currently owns and operates 27 screens at nine locations in Santa Barbara, Goleta, and Carpinteria. In the 1960s, Metropolitan was among the first exhibition circuits in the nation to venture into a Spanish language film policy, both in subtitle form for American movies and in Spanish for Mexican produced films. The Company continues to operate two Spanish language theatres in Los Angeles as well as a traditional ten-plex in Calexico, California.

Opportunities and Constraints:

Opportunities

Renovation of the Historic Movie Theater: Putting the out of use Movie Theater back to use is the first step towards accomplishing the goal of providing entertainment as voiced by the community members.

Fill the need for Entertainment: Currently there is a lack of entertainment and nightlife in Downtown Santa Paula. Establishing an Entertainment District will fill the void.

Lighting: Create a focus point, identifiable core through the use of lighting in the Entertainment District.

Vacant Buildings: The vacant buildings located within the limits of the Entertainment District can be utilized to promote entertainment uses.

Constraints

Council Resistance: The development of the entertainment district overlay depends of the support of continued support of the City Council members. Implementation and funding cannot occur if there is backlash over the long-term goal.

Poor Economy: The economic crisis and debt of the government does lend itself to heavily investing in entertainment development. It is important to see this project as a long-term goal and investment rather than an immediate money making development. The investment is rather in the livelihood of the Downtown and community of Santa Paula.

Low Income Residents: Movie theatres are not cheap and once they are implemented, ticket costs remain at a certain market standard. In order for developers to invest, the public is going to have to continue to purchase tickets. The inability of low income residents to pay for entertainment may hinder the confidence of investors and developers.

Cultural Divide: During the community outreach events, cultural divide and tension was brought to the surface. For whatever reason, compromise and discussion and become difficult between the city council and the public. This tension may increase difficulties in terms of moving forward with and entertainment overlay district.

IMPLEMENTATION

Entertainment Overlay District:

Entertainment overlay districts differ from Entertainment districts because they are strictly a form of local zoning regulations, and only require the approval of city council or the county commission rather than the voted approval of all the landowners in the area. District creation starts with a municipal zoning commission. Notices of public meetings are given and the acceptance of comments from affected citizens is heard, however the municipal governing body holds the approval for the creation of an overlay district. Many districts are accompanied by the creation of a Entertainment District Commission, to oversee the creation of specific regulations and appeals from such regulations by landowners. The goal of the Entertainment Overlay District is:

1. Approving and recommending that the City Council adopt the additions to the existing design guidelines.
2. Adoption of implementation strategies for development.

Physical Setting and Characteristics:

The existing buildings in the Entertainment District have a wide range of uses. There is currently: Dentistry, Smoke Shop, 98 cent Store, Chili Hut, Vince's Coffee Shop, Vaccum Center, Hair Design, Club Tanning, Flower Shop, Thrift Store, Goodwill Store, Centruy 21, Bridal Boutique, Santa Clara Valley Bank, Antique Shop, Bridal Shop, Optometrist, Super Store, Garman's Restaurant and Irish Pub, Histori Movie Theater, Western Clothing, California Oil Museum, Laser Innovations, Taqueria, Shoe Store, Classic Auto Parts Garage, Automotive Repair, Hardware Paint Store, Gonzalez Furniture, and multiple vacant properties. The most affluent part of the current Downtown stretches from Ojai to 8th Street. Ojai to 12th Street is less active and pedestrian friendly because of the distance between dining areas, small boutiques, and interruption of parking lots and auto repair

centers. Because of the current setting the buildings closer to 12th Street are disconnected from the rest of the Downtown. The parcel size also increases from Ojai to 12th Street offsetting the human scale ratio and consistent streetwall of the rest of Downtown.

History of the Subject Area:

The total area of the City of Santa Paula is 4.6 square miles and was originally inhabited by the Chumash. The villages established by the Chumash were Mupu and Srsua. The name Santa Paula came from the Catholic Saint Paula. This was influenced by Father Junipero Serra's role in the area during the foundation of missions along the California Coastline. Under the Santa Paula Saticoy land grant of the Mexican government, the land of Santa Paula was given away in 1843. In the 1860s the area was subdivided into small farms. Nathan Weston Blanchard purchased 2,700 acres and founded the town of Santa Paula. Santa Paula struck oil in 1888 and in 1890, Union Oil Company of California was founded. The city is now referred to as "the citrus capital of the world" because of the orange, lemon, and avocado groves surrounding the community. The City of Santa Paula was incorporated in Ventura County on April 22, 1902. The residents of the area refer to their community as "Hometown USA" according to the City of Santa Paula's website. The downtown area has been in continuous use since the birth of the city. Entertainment in Downtown Santa Paula was established with film. The Mission Theatre opened in 1926 and became the Lyric Theatre in 1937. It was also the Columbia Theatre and the Tower Theatre in 1941 through 1949 and operated until 1968.

Entertainment Overlay District Goals and Objectives:

This document has been developed to implement the goal of creating a vibrant Downtown that hosts entertainment, cultural and retail amenities and is centered around the area's unique asset—the historic movie theater, which is a valuable underused resource. The architectural style best suited for a classic movie theater renovation is Art Deco. This style will blend into the existing downtown and reflect the classic 1950s style of a classic cinema. The boundaries of the Entertainment Overlay District run along Main Street from 8th Street to 12th Street. The main uses anticipated in the Overlay District include retail, movie theater, and restaurants. The restaurants can range from coffee shops that stay open later into the evening, to sit down dining with table service. The use of lighting must be emphasized in this District as it is the main corridor of the primary street of Downtown and will attract the greatest amount of foot traffic later in the evening. Brighter lights enhance visibility, the feeling of safety, and liveliness in an area.

More particularly, the goal of the Entertainment Overlay District is to ensure that development reflects the overall vision of a cohesive, pedestrian-friendly and vibrant entertainment, commercial and mixed-use district with an emphasis on night-time entertainment uses. By encouraging a mix of retail, services, and entertainment uses, the Overlay District can help to generate concentrations of pedestrian activity to support transit, an active street environment, and a lively Downtown. The Design Guidelines will help create storefronts and building facades that maintain visual continuity and are inviting to the pedestrians. This can be achieved through a consistent streetwall at the property line, with appropriate recesses for entrances; adequate transparency; appropriate signage; increased landscape detailing (as appropriate) and protection of historic structures.

The Entertainment Overlay District design guidelines emphasize preservation of the area's rich historic resources. However guidelines for new construction are intended to be flexible in application, providing direction for design treatment without mandating one particular architectural style or form. The implementation

of these guidelines ensures that each project contributes to a more functional, walkable, and appealing district, while enhancing the existing Downtown Santa Paula. In this way, improvements to individual properties can, over time, enhance the function of Main Street and a regional cultural and entertainment district and social center.

Downtown Santa Paula Entertainment District Design Goals:

The goals of the Entertainment Overlay District are to establish the vision of the Entertainment District. In order to encompass a movie theater, restaurants, retail shopping, and the existing and future infrastructure, the set of goals need to be broad enough to cover all possibilities. These goals help define the outline necessary for future implementation. In order to promote development, regulations, and implementation, it is necessary to understand the goals the area is trying to reach for the community.

- Create a recognizable and attractive entertainment district on Main Street that enlivens the Downtown, serves as a regional entertainment draw and encourages the reuse of its historic movie theater.
- Promote Land Uses that will address the needs of all visitors to Downtown for business, conventions, and tourism.
- Encourage the location of entertainment-related uses in the district, including, but not limited to: restaurants, cafes, hotels, bars, clubs, museums, and live theater to create a cohesive entertainment district that is anchored by the Downtown historic Movie theater.
- Encourage reuse of all historic buildings on Main Street for entertainment, retail, commercial, and other appropriate uses.
- Encourage development patterns and a mix of uses that contribute to a pedestrian-friendly environment on Main Street and promote an active street life, with an emphasis on night-time an entertainment uses for residents, workers, visitors and tourists.
- Encourage pedestrian-oriented and visitor-serving uses during the evening hours to expand activity centers within Downtown and create better, safer linkages among Downtown.
- Preserve architecturally significant buildings by ensuring appropriate rehabilitation of those buildings that contribute to the Downtown.
- Promote projects that are designed to ensure compatibility among the wide range of uses encouraged in the district and which incorporate measures that help diminish noise, improve energy efficiency and mitigate other potential impacts.
- Promote outdoor dining, including sidewalk dining on the ground floor.
- Encourage development that contributes to the safety and comfort of Downtown residents and visitors.

Encouraging Entertainment Uses:

The Entertainment Overlay District is intended to create the zoning that will allow for a vibrant, pedestrian-oriented, mixed-use district that has a night time, entertainment focus intended to activate the Historic Movie Theater. The objective is to encourage restaurants, bars, night clubs and other complementary night-time uses that can support and foster a thriving entertainment district. The design guidelines will ensure that existing historic structures are rehabilitated appropriately; new construction is compatible with its surroundings; new projects will enhance and reinforce the existing pedestrian environment; and that the aesthetic and visual quality of Downtown will be improved. Future planning efforts that will be needed to implement this goal will likely require land use incentives to further encourage the types of uses necessary to support an entertainment district on Main Street. The incentives can include floor area incentives for entertainment uses and parking reductions, among others.

Compatibility of Uses and Design:

A key objective of the plan is to find ways to ensure compatibility among the diverse uses envisioned for Downtown—particularly residential uses and entertainment uses—and design. As such one of the underlying principles of the Entertainment Overlay District is compatibility. The design guide promotes projects that seek to improve compatibility, both with respect to design and use. The Entertainment Overlay District encourage projects to be compatible with their surroundings. Likewise, it promotes projects that, when feasible and consistent with preservation goals, incorporate design features that improve compatibility amongst a wide range of uses. Project applicants will be encouraged to consider rehabilitation techniques that help attenuate noise, improve energy efficiency and mitigate other potential impacts.

The Entertainment Overlay District will create the zoning for the Entertainment District. The Entertainment District has the potential to become a regional attraction that will draw visitors, serve residents and support the continued development of a vibrant Downtown Santa Paula, consistent with General Plan policies. The Overlay District and design guidelines will ensure that existing historic structures are rehabilitated appropriately; new construction is compatible with its surroundings; new projects will enhance and reinforce the existing pedestrian environment; and that the aesthetic and visual quality of the Downtown will be improved. By encouraging a mix of retail, services, entertainment uses and housing, the Entertainment Overlay District can help generate concentrations of pedestrian activity to support transit, foster an active and safe street environment and continue to link important Downtown Districts.

Recommended Conditions:

Another recommendation for creating the Entertainment District Downtown is to create a comprehensive list of sufficient conditions that promote entertainment. The following is an example of the kinds of definitions needed to be promoted in Downtown Santa Paula. The types of uses, lot and building size, building orientation, pedestrian and vehicular access, and urban design are the beginning topics of interest for designing a cohesive Entertainment District that accommodates growth sustainably, preserves historic resources, and develops around existing infrastructure.

Definitions

Prevailing Setback: The most commonly reoccurring line between the property line and the vertical exterior façade of one or more building on the same block or street frontage. Along Main Street, the prevailing setback in many cases coincides with the property line or is offset form the property line between six (6) inches and (1) foot.

Streetwall: The vertical exterior façade of one or more buildings adjacent and parallel to the sidewalk. The cumulative façade effect created on a pedestrian oriented corridor when structures are built to the edge of the front property line and each side property line or the prevailing setback.

Uses

1. Consider prohibiting the following uses:
 - Adult entertainment uses
 - Recycling centers
 - Medical marijuana dispensaries and rehabilitation facilities
 - Storage uses
 - Medical offices
 2. Consider prohibiting surface parking lots as a main use.
 3. Ground floor commercial uses shall be built to the property line or prevailing setback, whichever applies.
 - Existing: (Chapter 16.15.030 Commercial Zones Santa Paula Zoning Districts Land Use Regulations)
- Zero Lot Line on Main Street between 7th Street and 12th Street
- a. Either the first floor or the second floor must be built to and parallel with the front property line.
 - b. The second floor of all structures must be built to and parallel with the front property line, except that up to 50% of the second floor frontage may be set back.

Building Form and Massing

4. With exception to additions to the rear of the building, any alterations or additions to existing buildings shall be built to the property line or maintain the prevailing setback (building wall along the sidewalk), where a prevailing setback is different from the property line. Storefronts and building entryways may be recessed as long as the main structural elements are built to the property line or prevailing setback, as applicable.
5. All new buildings shall be built to the property line of Main Street. The following shall also apply:
 - a. The minimum streetwall (building along the sidewalk) shall be 45 feet in height.
 - b. Not less than 85% of the streetwall shall be built to the property line or prevailing setback.
 - c. A break in the streetwall may be permitted for a distance not to exceed the linear feet required for pedestrian and vehicular access, when vehicular access cannot be obtained from a side street or alley.

Buffering

Existing: (Chapter 16.15.070 Commercial Zones Santa Paula Zoning Districts Land Use Regulations) Buffering Requirements

Where a commercial, office or industrial/manufacturing use abuts a property in a residential zone, a masonry wall of minimum height 6 feet, with screen landscaping, must be erected and maintained between the two uses. The wall is measured from the highest adjacent grade. Masonry walls greater than 40 feet in total length must be designed with architectural columns at intervals lengths of between 12 to 16 feet. Landscape screening of the wall must also be provided on the commercial property.

Parking

6. Santa Paula Central Business District Parking is to remain as is.

7. (see table)

Land Use	Off-Street Parking Requirements	
	Residential/Guest/Employee Parking	Compact Vehicle Business Parking
Bars and Nightclubs (not accessory to restaurant)	1 space per 50 sf gross floor area	Compact: As above
Cinemas Single Screen	1 space per 3 seats, plus 6 spaces for employees	Compact: Maximum 15% where 20+ spaces are provided
Cinemas Multi Screen	1 space per 4 seats, plus 10 spaces for employees	Compact: As above
Assemblies (stadium, theatres; not to include cinemas)	1 space per 5 permanent seats. Where temporary seats are used, 1 space per 50 sf of assembly area	Compact: Maximum 15% where 20+ spaces are provided
Restaurants, Fast Food	1 space per every 45 sf of gross floor area, but not less than 10 spaces	Compact: Maximum 15% where 20+ spaces are provided
Restaurants-Delicatessens and similar take-out uses with no seating	1 space per every 400 sf of gross floor area, but not less than 5 spaces	Compact: As above
Restaurants (Sit-Down), coffee shops, and similar eating establishments	0-4000 sf: 1 space per 80 sf of gross floor area >4000 sf: 1 space per 80 sf of gross floor area for first 4000, then 1 space per 100 sf for area of 4000 sf Outdoor seating need not be included in the calculation of required spaces.	Compact: As above
General Industrial	1 space per 500 sf of gross floor area	Compact: Maximum 15% where 20+ spaces are provided Business Vehicle: 1 space per vehicle operated from site
Office, accessory to industrial use	1 space per 300 sf of gross floor area of office space	Compact: As above Business Vehicle: As Above

Ground Floor Treatment

8. The minimum floor-to-ceiling height of the ground floor of any new building is recommended at 15 feet.
 9. All new construction or the addition of floor area to an existing building or structure fronting substantially or in part on a public street shall provide at least one ground floor pedestrian entrance to each premise or storefront from a public street or pedestrian walkway.
 10. A minimum of 65 percent of the building façade at the ground level abutting Main Street shall consist of doors and transparent windows.
 - Existing: (Chapter 16.15.030 Commercial Zones Santa Paula Zoning Districts Land Use Regulations)
- Encroachment into Required Setbacks
- a. Architectural features may project up to 3 feet beyond the property or right-of-way line, provided such projection is a minimum of 8 feet above the highest point of publicly owned ground over which such features project. No feature may project into any adjoining privately owned parcel, nor obstruct a vehicle access route or parking area.
 - b. Awnings may project up to 8 feet beyond the property or right -of-way line, provided such projection is a minimum of 12 feet above the highest point of ground over which the awning projects.

Urban Design

11. Corporate establishments and retail businesses shall be designed to comply fully with the Entertainment District Overlay Design guidelines and standards.

Mechanical Equipment

12. All structures on the roof, including air conditioning units, mechanical equipment, vents, skylights, solar panels etc., shall not be visible from the street at ground level. Any roof projections shall be located a minimum of 5 linear feet from the roof edge. Any roof projections within 10 linear feet from the roof edge shall be limited to a height of 5 feet. Roof projections located greater than 10 linear feet from the roof shall be permitted.
 - Existing: (Chapter 16.15.030 Commercial Zones Santa Paula Zoning Districts Land Use Regulations)
- Mechanical/Electrical Equipment and Satellite Dish Antennae
- All mechanical/electrical equipment and satellite dish antennae must be screened by architectural treatments compatible with the architecture of the building they serve. All rooftop equipment must be placed behind a permanent parapet wall or equipment screen so that it is completely screened from view from the ground level.

Signage

13. In no case shall the total sign area for wall signs for a single buildings exceed 1.5 square feet fro each foot of linear building frontage.

Design Guidelines:

The following design guidelines include the existing and suggested additions and alterations. In order to promote entertainment in Downtown Santa Paula it is vital to have a cohesive looking district that allows pedestrians and citizens to feel part of a distinct area. Promoting walkability and bike paths allow the human element of transportation to become part of the district.

Specific Design Criteria for Commercial Projects

1. The lot coverage of the building should not be excessive. The location of the building should provide for appropriately landscaped setbacks. The buildings should be adequately set back from streets and adjoining properties with the remainder of the lot utilized for parking and landscaping purposes.
2. The configuration of the building should avoid a strictly linear development plan.
A variety of building heights, setbacks, and differences in the configuration should be encouraged to add scale to the development.
3. Landscaping areas should be utilized to screen parking areas, accent pedestrian areas, and to soften walls of buildings.
4. Adequate amounts of parking in locations accessible to buildings should be provided.
5. Specialty types of retail activities, such as service stations, garages or drive-through restaurants, which have precise functional requirements, should be properly designed to incorporate those features. Their functional requirements include maneuvering areas, stack-up space, and parking and loading areas. Service stations that have garage activities would be designed with "back-up" service station buildings. The developments should provide for adequate on-site parking and circulation.
6. Support features, such as loading spaces, trash enclosures, shopping cart storage, and street furniture should be provided and considered in the initial design of the project.
7. Mechanical equipment, including rooftop-mounted units, is required to be screened from view. Screening is encouraged to be designed as an integral element of the project.
8. Individual storefronts should receive elevation detailing to provide a harmonious appearance and serve to uphold the integrity of the architectural and/or historical style of the subject and surrounding properties.
9. The use of common parking areas, access ways, and landscaping programs should be utilized to tie commercial areas together both aesthetically and functionally.
10. Commercial areas should provide for adequate building setbacks, landscaping, and other features to improve the appearance of the commercial development and include transition between commercial and residential uses.

11. Signage shall be submitted which properly integrates with the architectural style of the building and serves to enhance the appearance of the project, and which is in conformance with the Sign Ordinance. The signage should be a subordinate feature of the design. All building signs that are part of a complex should be of similar size unless there is a primary tenant that anchors the complex, thus permitting a larger on-building sign. All signs shall be prepared and constructed in a professional manner.
12. Downtown development should be sensitive to, and compatible with, the architecture and setting of the other structures in the area. Consideration should be given to existing setbacks, bulk, height, window arrangement and architectural details of the windows, pediments and cornices and other architectural features of buildings located in the vicinity when new buildings are designed or old buildings remodeled.
13. Neon may be used to promote entertainment and nightlife but coincide with the surrounding structures and property owners.
14. The use of signage shall designate the use of the area based on style, font, and color of the sign. Entertainment, retail, industrial, etc. shall be designated.
15. Redevelopment of historic property must accommodate to the setting, style, and aesthetic of the current downtown, while remaining true to the original design and architecture.
16. The following signs are prohibited: billboards, supergraphic signs, canister (cabinet) signs, monument signs, animated signs, temporary signs, inflatable signs, and electronic message display signs (except for time and temperature signs and signs displaying parking and transit information).
17. The minimum floor-to-ceiling height of the ground floor of any new building shall be 15 feet.
18. Required restaurant venting shall be installed on a secondary façade and integrated with the design of the building whenever feasible.
19. Each business or tenant shall be permitted one pedestrian sign limited to a maximum of six (6) square feet in size.
20. Arts, culture, and architecturally significant buildings shall remain central to the further development of Downtown Santa Paula and that it remains clearly discernable and accessible to all citizens and visitors.
21. New development shall incorporate the use of evening lighting to promote Downtown nightlife activity and uses.
22. New development shall use sustainable lighting techniques to conserve energy.
23. Sidewalks and Streetscape design should promote pedestrian walkability.
24. Bike paths shall be utilized where appropriate to decrease the use of automobiles in Downtown.

25. The human scale of the buildings shall remain no more than four stories without the consent of the planning commission and a conditional use permit.
26. The use of lighting shall be more intense in the boundaries of the Entertainment District to promote safety and liveliness.
27. Outdoor dining shall be incorporated into restaurants whenever possible.

Suggested Building Materials:

The following materials are encouraged to be integrated in building designs:

1. Building Elevations – wooden beams; siding and trims; textured stucco to present a rough or adobe appearance; slumpstone finishes; masonry veneers, splitface block, new and used brick, and textured-surface cast concrete. In some locations, metal siding materials may be considered.
2. Roof Materials – clay tile; concrete tile; slate and other similar materials to provide an accent or covering and add character to the roof appearance. In some cases metal roofing materials may be considered. Large industrial buildings may include built-up roofs as long as additional accent features are incorporated where specifically required.
3. Lighting - Lighting should be shielded and, directed away from adjoining properties and streets to avoid any nuisance or hazard.

The style, size, and shape of lighting fixtures should be a complement to the design of the development. The type of fixture should help to ensure compliance with the first principle.

Lighting fixtures should be vandal-resistant and properly maintained.

Lighting should be integrated into the design of buildings. The addition of lighting purely for attraction or show and roof-mounted light fixtures are discouraged and should be avoided.

The use of Entertainment lighting to promote can be used to promote night-life use but must not be overwhelming. (ex. Movie theater)

The height of pole mounted lights in parking lots and storage yards should not be excessive. Additional fixtures should be provided instead of trying to light a large area with fewer fixtures.

4. Plant Materials - Plant materials should be selected with consideration for the building design, soil conditions, growth patterns, climate, colors, textures, compatibility with site activity, and for water and energy conservation. The use of plants that have low water requirements is strongly encouraged.

Before:



After:



Revolving Fund:

A strategy for funding the long-term Entertainment Overlay District would be the implementation of a revolving fund designated specifically for this District. When producers want to film in the city of Santa Paula, a portion of their spending must go into the fund so development can occur.

A revolving fund is a fund or account whose income remains available to finance its continuing operations without any fiscal year limitation. In case the fund concerns a government funded project whose budget goes through annual parliamentary appropriations that relate to a fiscal year then the unutilized balance shall lapse after the close of the financial year. However it will be restored the following year provided the agency concerned included the amount in the next year's appropriation. The group responsible for the Entertainment District Overlay would establish a fund to receive donations and other capital, which would then be used to benefit entertainment uses in Downtown Santa Paula, which would eventually increase the economic worth of the Downtown area. Because Santa Paula is a much cheaper city to use for filmmaking than surrounding cities, the increase cost towards the revolving fund will be feasible for production companies. Also, the idea behind restoring the historic movie theater and increasing the classic small town feel of Downtown Santa Paula will resonate nicely with filmmakers and will not take away from the existing small town look of Downtown Santa Paula.

The city of Santa Paula has been used as a setting in many motion pictures throughout the years.

The notable list includes:

Disorganized Crime

Budget: \$20,000,000

Domestic Gross: \$7,723,970

Mr. Woodcock

Budget: \$22,000,000

Domestic Gross: 25,799,486

Joe Dirt

Budget: \$34,000,000

Domestic Gross: \$27,087,695

Georgia Rule

Budget: \$20,000,000

Domestic Gross: \$19,103,369

Leave it to Beaver

Budget: \$8,000,000

Domestic Gross: \$10,925,199

Carrie

Budget: \$1,800,000

Domestic Gross: \$33,800,000

The Philadelphia Experiment

Budget: \$4,000,000

Domestic Gross: \$8,103,330

For Love of the Game

Budget: \$50,000,000

Domestic Gross: \$35,188,640

Bubble Boy

Budget: \$25,000,000

Domestic Gross: \$5,007,209

Bedtime Stories

Budget: \$80,000,000

Domestic Gross: \$110,101,975

Revolving funds are eligible to projects that promote green friendly technology and design. Public organizations are likely candidates when the project applies to long term improvement and financial gain of an area. The argument for an Entertainment District is vital when the entire process of the project is examined as a whole. If the economic vitality of Downtown increases the wealth of the city increases. This creates easier access to funds and improvements for the city that can promote green friendly design. City wide development using green friendly design can influence the farming agricultural land and promote long term sustainability. In an agricultural land such as Santa Paula, revolving funds can be used to both promote economic worth and sustainable business and agriculture. An Entertainment District is the first step towards a vibrant, sustainable, green friendly Santa Paula.

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